



Change the World, Start with **ENERGY STAR®**

Campaign Creative Guide

Updated July 2011

Overview



- The following graphics and tools are available to help you promote your participation in the campaign and drive pledges:
 - Messaging Guidelines
 - Primary Campaign Identifiers
 - Web Banner
 - Paper Pledge Form
 - Image Suggestions
 - General Usage Guidelines
 - Questions/Comments

Messaging Guidelines



- ***Lead Messages:***
 - Change the World, Start with ENERGY STAR
 - Save energy, save money, and help protect the climate
 - Saving energy is more rewarding than ever, for you, your wallet, and the environment
- ***Call to Action:***
 - Make a change today. Save energy. Discover the rewards.
- ***Support Messages (based on space available):***
 - Change the world with ENERGY STAR and discover the rewards, for you, your home, and the planet.
 - Right now, with just a few changes, you'll discover the many benefits—from saving money, to improving the comfort of your home, to helping protect the climate.
 - Join the millions who are making a real difference. When we work together, the rewards are great.

Primary Campaign Identifiers – *Preferred for Partner Use*



Square and horizontal options are available—*recommended for use where creative space is available, e.g., websites, in-store signage, brochures, handouts*



Web Banner



CHANGE THE WORLD, START WITH ENERGY STAR®

Join us at our event! Learn how to save energy,
save money, and help protect the climate.

DATE & TIME:


LOCATION:

Paper Pledge Form



The paper pledge is now available in a customizable PDF.

Request an electronic copy and reporting Excel spreadsheet file for use at events by emailing us at: changetheworld@energystar.gov



CHANGE THE WORLD, START WITH ENERGY STAR.®

Join EPA, <<Pledge Driver Name>> and millions of Americans in taking action to save energy and money, and protect the climate.

First Name* E-mail* Zip Code*

(*) Indicates a required field

I will make the following changes in my home:

LIGHTING

☐ Replace light bulbs (up to 60)

☐ Purchase ENERGY STAR light strings this holiday season

☐ Turn off lights when not needed

ELECTRONICS

Choose an ENERGY STAR qualified:

☐ TV

☐ DVD player

☐ Home theater in a box (sound system)

☐ Computer

☐ Monitor

☐ Combination Unit

☐ Inkjet Printer

☐ Enable my ENERGY STAR computer and monitor to sleep while I'm away

APPLIANCES AND WATER HEATERS

Choose an ENERGY STAR qualified:

☐ Clothes Washer

☐ Dishwasher

☐ Refrigerator

☐ Recycle my old refrigerator

☐ Gas Storage Water Heater

☐ Electric Heat Pump Water Heater

HEATING AND COOLING

☐ Purchase and properly use a programmable thermostat

☐ Set or program my thermostat to save energy while I'm asleep or away

☐ Have my heating and cooling equipment maintained by a professional

☐ Change my system's air filter regularly

☐ Seal leaks and repair disconnections in my duct system

SEAL AND INSULATE

☐ Seal air leaks and stop drafts by using caulk, weather stripping, and spray foam to seal my home's envelope

☐ Add more insulation to my attic to block out heat and cold

ASSESS YOUR HOME

☐ Visit the ENERGY STAR Home Advisor (energystar.gov/homeadvisor) to identify the best ways to save energy in my home

MORE WAYS TO SAVE

☐ I'd like to receive quarterly e-mails from ENERGY STAR to learn more

☐ I'd like to receive additional information from <<Pledge Driver Name>>

PRIVACY DISCLAIMER: By taking the Pledge, you acknowledge and agree that: 1) Your personal information submitted as part of the ENERGY STAR Pledge will be shared with both the EPA and with <<Pledge Driver Name>> and 2) that EPA's use of your personal information shall be governed by the EPA's Privacy Policy, and <<Pledge Driver Name>> will handle your information in accordance with its Privacy Policy.

Add your Pledge Driver Logo Here


 **LEARN MORE AT**
energystar.gov

Image Suggestions



When selecting imagery for use in materials that convey the benefits of ENERGY STAR, EPA recommends using photographs that are suggestive of EPA's goals—protecting the environment for future generations and collective participation by consumers and partners.

EPA has defined the following attributes that can be used as a guide for imagery selection. Images should:

- suggest or contain actual presence of blue sky, including the presence of blue sky through a window if it is an interior photograph;
- show participation of an individual or individuals—family situations are preferred;
- convey activity rather than passivity;
- suggest positiveness;
- show simplicity rather than complexity.

Information about purchasing high-resolution images is available at:

<http://www.energystar.gov/index.cfm?fuseaction=globalwarming.showBackgroundImages>



General Usage Guidelines



- Below are some general guidelines for using EPA's Change the World, Start with ENERGY STAR campaign identifier. We encourage you to use them to promote your organization's participation in the campaign. If you have any questions about these guidelines, please feel free to contact us at changetheworld@energystar.gov.
 - The identifier may never be used in a manner that would disparage ENERGY STAR, EPA, or any other government body.
 - The identifier should not be used in any manner that would imply EPA endorsement of a company, its products, or its services. If your company has not signed an official ENERGY STAR partnership agreement with EPA, please do not use this identifier to denote partnership.
 - The identifier should not be used in conjunction with other ENERGY STAR marks.
 - The identifier should be used 'as-is,' and neither the language, ENERGY STAR logo, or photos should be altered or substituted.
 - Partners and other authorized organizations are responsible for their own use of the campaign identifier, as well as use by their representatives, such as ad agencies and implementation contractors.
- Please refer to the ENERGY STAR Identity Guidelines for additional information on proper use of any other ENERGY STAR Mark, including how to write and talk about the ENERGY STAR program:
https://www.energystar.gov/index.cfm?c=logos.pt_guidelines.

Questions/Comments

- Please contact Lauren Dart, EPA Contractor, at changetheworld@energystar.gov